### Acknowledgements

### INTRODUCTION

### Overview

### Coalition on Violence against Women (COVAW) was founded in 1995 as a response to the silence of the Kenyan society in addressing Violence against Women and Girls (VAWG). COVAW’s interventions deliberately address norms, attitudes, laws, policies and practices that affect women and girls’ safety and well-being in general. COVAW has three regional offices in Nairobi, Narok and Kwale Counties. Currently, COVAW has presence in the following counties: Kwale, Narok, Nairobi, Kiambu, Kisumu, Migori, Samburu and Meru.

### COVAW vision ‘a society where women and girls enjoy equal rights, freedoms and thrive in safe spaces’ is realized by COVAW through donor support and by closely collaborating with various local and regional stakeholders. COVAW exists to champion the rights of women and girls to be free from all forms of violations. COVAW’s interventions focusses on five strategic areas: (1) Access to Comprehensive Sexual and Gender Based Violence (SGBV) and Sexual and Reproductive Health and Rights (SRHR) Services, (2) Women’s Economic Empowerment, (3) Women’s Leadership Development, (4) Access to Justice; (5) Institutional Development.

### Over the years, COVAW has invested in empowering women and girls to claim their rights, enabling equitable access to services, resources and opportunities; facilitating greater access to justice for survivors of Sexual and Gender Based Violence (SGBV); and supporting change agents opposed to and committed to eradication of all forms of VAWG. The mission of COVAW is to champion the rights of women and girls to be free from all forms of violations.

### COVAW Core Values

### i. Integrity: We are committed to the highest forms of accountability and honesty.

### ii. Dignity: We believe in freedom of choice and autonomy regarding bodily integrity.

### iii. Courage: We stand for what is right and just and take intentional bold steps in uncharted paths

### to effect change for women and girls.

### iv. Solidarity: We are inspired by the principles of diversity, equity and equality. We empathize with, and support women and girls to access social justice and human dignity.

### v. Commitment: We are passionate about working for the safety and wellbeing of women and girls.

### We have a pledge to fulfil all our promises.

### Purpose of COVAW Communication Strategy 2020-2023

### The purpose of COVAW communication strategy 2020-2023 is to strengthen COVAW’s communication and advocacy efforts and at the same time, act as a basis for the communication of COVAW strategic plan 2018-2023. It is a guiding document to enable effective implementation of communication activities under COVAW Strategic Plan 2018-2023.

### Interdependence of COVAW’s Strategic Plan 2018 -2023 and the 2

### Communication Strategy

### COVAW communication strategy 2020-2023 has been developed to strengthen COVAW’s communication and advocacy efforts and at the same time, complement COVAW interventions as outlined in the strategic plan 2018-2023.

### COVAW strategic plan 2018-2023 has prioritized five strategic focus areas:

### (1). Access to Comprehensive Sexual and Gender Based Violence (SGBV) and Sexual and Reproductive Health and Rights (SRHR) Services. The overall objective is to enhance bodily self-determination and reduce VAWG by offering comprehensive/ integrated SGBV responses and SRHR services.

### (2). Women’s Economic Empowerment. Overall objective is to enable women and girls to have greater and equal access and control over economic resources, opportunities and assets.

### (3). Women’s Leadership Development. Overall objective is to increase women and girls’ occupation and meaningful participation in leadership processes at all levels across all sectors.

### (4). Access to Justice. Overall objective is to increase access to appropriate legal redress for victims and survivors of VAWG.

### (5). Institutional Development. Overall objective is to enable COVAW consolidate its position as a dynamic, relevant, effective and resilient institution.

### In all the above five strategic focus areas, COVAW has adopted four overall strategies to help achieve its vision and mission: (1) Advocacy, (2) Capacity Development, (3) Movement Building and (4) Service Delivery.

### The communication strategy outlines communication objectives, strategies and activities that will complement successful execution of the goals and objectives set in COVAW’s strategic plan 2018-2023. The communication strategy proposes strengthened internal communication systems, allocation of resources committed to pursue communication and advocacy efforts, improved documentation and collaboration with COVAW peer organization on advocacy efforts.

### Contextual Analysis

### IMPORTANT ASSUMPTIONS

### Organization structure as indicated in COVAW strategic plan 2018-2023 recognizes COVAW Board, Executive Director, Programme Unit (SGBV & SRHR, Women’s Economic Empowerment, Women’s Leadership Development, Access to Justice), M&E and Knowledge Management and Finance, Human Resources and Administration as key positions of the structure. Communication department is a missing function in the structure.

### The communication strategy proposes the establishment of a fully functional communication desk and position at COVAW. Full-time role of the established communication position is to coordinate COVAW’s communication and advocacy efforts through relevant and timely engagement with COVAW’s internal and external stakeholders. The viability of COVAW Communication Strategy is based on few assumptions:

### • It is assumed that COVAW will implement all the interventions as outlined in COVAW strategic Plan 2018-2023 and that COVAW leadership will allocate necessary resources to support execution of outlined communication activities as they are fully aligned with and complement COVAW Strategic Plan 2018-2023.

### • It is assumed that COVAW will continue receiving uninterrupted donor support up to and hopefully, beyond 2023.

### • It is assumed that Kenya will be politically stable and secure to allow COVAW to implement its projects across the Counties of Kenya where COVAW has its operations as well as in new areas of interest. At the time of development of the communication strategy, Kenya was under dusk- dawn curfew, with restricted travels and a ban on physical meetings due to COVID-19 pandemic. These government restrictions are aimed at containing the spread of COVID-19 virus. It is unclear when the restrictions will be lifted concerning an assurance of public health safety.

### METHODOLOGY

### Office of the Executive Director is the official spokesperson of COVAW. Before any communication

### is done, the Executive Director must approve messages and all media engagements.

### Development of COVAW Communication Strategy employed both participatory and consultative approaches that utilized insights and knowledge of various stakeholders on the subject. Knowledge that formed part of the strategy development was also gathered through desk review research especially on COVAW strategic focus areas that was critical in building literature on contextual analysis.

### Monkey Survey administered amongst COVAW internal and external audiences helped to determine who were COVAW’s target audiences, how COVAW communicates with them and what strategies were employed by COVAW to effect the needed change. The survey also sought to identify existing Communication and Advocacy gaps, what solutions were implemented to overcome identified challenges and how COVAW improved its brand visibility and mechanisms used to mobilize resources to support COVAW’s efforts.

### Findings from the survey revealed that COVAW staff were knowledgeable about various stakeholders whom they collaborated with and channels of communication to use while championing women and girls’ rights and freedoms. What lacked however, was a well-planned, consistent and coordinated communication targeting various stakeholders to achieve a purpose. Even in their basic communication, COVAW has maintained a relatively good Social Media presence through support of project officers who send in timely information about implemented project efforts at various project implementation sites.

### Lack of a fully-pledged Communication Department denies COVAW the benefits of having consistent and targeted engagement with its external and internal stakeholders. Where staff are assigned multiple tasks, they are spread thin to handle communication tasks that would otherwise have been effectively executed by a trained communication specialist. COVAW staff have often looked into the internet to search for communication and advocacy skills to help maintain at least basic communication with external stakeholders through COVAW social pages.

### COVAW depends on international development funding agencies to secure resources for its efforts. In future, project and program proposals may need to consider to push for funding of communication activities that would support and promote effective engagement with project’ primary and secondary target audiences of various stakeholders to bring about the intended change.

### Currently, apart from funding through project and program proposals, COVAW does not have any other Income Generating Activities (IGAs). Survey findings proposed the need to engage in online fundraising and crowd sourcing, venture into private and NGO partnerships, utilize staff skills by undertaking consultancies or make social investments.

### Finally, COVAW has made a wise decision to develop a communication strategy. To achieve its full impact, COVAW will need to secure resources that will facilitate establishment and continuous strengthening of its Communication and Advocacy Capacity. Over the years, COVAW will no doubt reap from this effort

### Components of COVAW Communication strategy 2020-2023 are:

### i. Goal, Objectives, Strategies and Action Points;

### ii. Target Audiences;

### iii. Communicating with Target Audiences;

### iv. Key Messages;

### v. Monitoring and Evaluation (M&E) Matrix;

### vi. Annual Communication work plan;

### vii. Resourcing Financial Proposal.

### Overall Goal, Objectives, Strategies and Action Points

### The overall goal of COVAW Communication Strategy 2020-2023 is to improve communication of COVAW’s efforts to champion the rights of women and girls to be free from all forms of violations as outlined in COVAW’s Strategic Plan 2018-2023.

### Contextual analysis based on COVAW’s key strategic focus areas has provided a basis for the objectives

### of COVAW Communication Strategy. These Strategic Communication Objectives are:

### 1. To influence and sustain stakeholder engagement through increased communication and advocacy efforts on women rights and freedoms;

### 2. To increase percentage of resource allocation to strengthen COVAW’s capacity to coordinate, communicate and advocate for overall women and girls’ well-being;

### 3. Increase percentage of victims and survivors of VAWG who are familiar with and have access to appropriate legal redress for SGBV cases;

### 4. Increase percentage of women and girls who are aware and can access Sexual Reproductive Health and Rights (SRHR) services.

### Each of the four Strategic Communication Objectives utilizes a number of strategies and communication action points to be undertaken. Various strategies utilized have been summed up into four major strategies namely:

### 1. Increase Awareness creation;

### 2. Influence and sustain stakeholder engagement;

### 3. Increase Policy Advocacy Engagement at county and national level;

### 4. Increase percentage of resource allocation to strengthen institutional knowledge management and communication processes and systems.

### Indicators have been developed under M&E Matrix chapter of the document to measure progress over the lifespan of the strategy.

### The table below provides in detail, the four strategic communication objectives, proposed strategies

### and action points:

|  |
| --- |
| **Overall Goal: To improve communication of COVAW’s efforts to champion the rights of women and girls to****be free from all forms of violations as outlined in COVAW’s Strategic Plan 2018-2023** |
| ***Strategic Communication Objective 1: To influence and sustain stakeholder engagement through increased communication and advocacy efforts on women rights and freedoms*** |
| **Strategies** | **Action Points** |
| ***Strategy 1:*** *Improve community engagement on women rights and freedoms;* | **Activity 1:** Carryout Media Awareness Campaigns on women and girls existing economic rights, asset ownership and business opportunities; |
| **Activity 2:** Carryout Behavior Change Communication (BCC) Campaigns to transform negative attitudes towards women leadership; |
| ***Strategy 2:*** *Actively engage Community and youth activists including Women’s Human Rights Defenders (WHRD) and other Social Change Agents to strengthen movement building of women leaders who can debate, analyze, strategize and address issues affecting women and girls;* | **Activity 1:** Map out Community and Youth Activists and other progressive thinkers including WHRD and other social change agents to advocate on issuesaffecting women and girls; |
| **Activity 2:** Engage Community and Youth Activists and other progressive thinkers including WHRD, COVAW Champions and Women Leaders through Social Media Campaigns on VAWG, SRHR, SGBV, Women Empowerment and Leadership Development; |
| ***Strategy 3:*** *Strengthen Media Collaboration and Engagement* | **Activity 1:** Map out village, community, county and national media platforms (Print, Broadcast and Digital Media Journalists and Bloggers) at COVAW’s counties of operations who cover reproductive health and women leadership and empowerment stories to collaborate and advocate on issues affectingwomen and girls; |
| **Activity 2:** Allocate resources to engage National and Regional Mainstream Print, Broadcast and Digital Media Journalists reporters on reproductive healthand issues affecting women and Girls; |
| **Activity 3:** Allocate resources to buy Social Media Ads to complement sustained traditional and social media awareness campaigns on issuesaffecting women and girls; |
| **Activity 4:** Undertake Quarterly Media Meetings with Identified journalists/ Bloggers to support existence of responsive media that promotes women and girls’ rights and freedoms; |
| ***Strategy 4:*** *Strengthen stakeholders’ capacity to advocate for women and girls’ rights and freedoms;* | **Activity 1:** Develop impact report on various stakeholder capacity building initiatives undertaken by COVAW; |
| **Activity 2:** Develop and circulate Quarterly Stakeholders’ Newsletter communicating COVAW Participation and Stakeholder Engagement Efforts to advocate for women and girls’ rights and freedoms; |
| **Activity 3:** Annual COVAW Stakeholders/Partners/Peer Organizations Relationship Building Workshop; |
| ***Strategy 5:*** *Strengthened Policy Advocacy Engagement at county and national level on women and girls’ economic empowerment and leadership development* | **Activity 1:** Develop Policy Briefs to champion inclusion and participation of women and girls in available socio-political and economic key decision-making processes, |
| **Activity 2:** Identify and Participate in Existing Policy Working Groups similar toCOVAW’s Policy Advocacy efforts |
| ***Strategic Communication Objective 2: To increase percentage of resource allocation to strengthen COVAW’s capacity to coordinate, communicate and advocate for overall women and girls’ well-being*** |
| ***Strategy 1:*** *Strengthen knowledge management and dissemination of Evidence-Based Findings on COVAW researches on issues affecting women and girls;* | **Activity 1:** Conduct Social Media Evidence-Based Awareness Campaign on Findings of COVAW Researches; |
| **Activity 2:** Develop and Circulate Stakeholder Newsletter on Findings about COVAW researches; |
| ***Strategy 2:*** *Establish and continuously improve Communication systems and processes* | **Activity 1:** Allocate resources to hire a full-time Communications Manager; |
| **Activity 2:** Hire a full-time Communication Manager to coordinate COVAWCommunication and Advocacy efforts; |
| **Activity 3:** Establish Communication Processes, Systems and Equipmentand continuously build Communications Capacity for Staff and the Board(Communication Skills, Photography, Digital Marketing and Videography skills); |
| ***Strategic Communication Objective 3: Increase percentage of victims and survivors of VAWG who are familiar with and have access to appropriate legal redress for SGBV cases*** |
| **Strategies** | **Action Points** |
| ***Strategy 1:*** *Raise awareness on appropriate legal redress for SGBV victims and survivors;* | **Activity 1:** Carryout Media Awareness Campaigns on appropriate legal redress for SGBV Victims; |
| **Activity 2:** Map out Peer Organizations working on SGBV and offering direct legal and referral services and comprehensive rehabilitation of SGBV victims and survivors; |
| **Activity 3:** Develop COVAW service provider directory based on mapping out of COVAW’s various stakeholders; |
| ***Strategy 2:*** *Increase number of SGBV victims and survivors who receive direct legal and referral services* | **Activity 1:** Carryout Social Media Awareness Campaigns on rehabilitation and direct legal and referral services for SGBV Victims and Survivors; |
| **Activity 2:** Disseminate successful global, regional and national successful testimonial stories on SGBV victims and survivors; |
| ***Strategy 3:*** *Strengthened Policy Advocacy Engagement at county and national level to prioritize SGBV* | **Activity 1:** Develop Policy Briefs on prioritization on SGBV agenda at county and national level planning and budget development processes; |
| ***Strategic Communication Objective 4: Increase percentage of women and girls who are aware and can access Sexual Reproductive Health and Rights (SRHR) services*** |
| ***Strategy 1:*** *Raise awareness on SRHR services and strengthen women and girls’ voice on SRHR issues* | **Activity 1:** Carry out Social Media Awareness Campaigns on SRHR services, access and use amongst women and girls; |
| **Activity 2:** Map out peer organizations championing SRHR access and use among women and girls; |
| ***Strategy 2:*** *Strengthened Policy Advocacy Engagement at county and national level to prioritize SRHR services* | **Activity 1:** Develop Policy Briefs on greater prioritization of SRHR agenda at county and national government planning and development processes; |

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| **National Level** | **County Level** | **Sub-County Level** | **Village/Community Level** |
| * National Gender and Equality Commission;
* Kenya National Human Rights Commission (KNCHR);
* Office of Public Prosecution;
* Department of Children’s Services;
* Ministry of Gender, Children and Social Development;
* National Council of Persons with Disability;
* Political Leaders and Parliamentarians;
* Kenya Women Parliamentary Association (KEWOPA);
* National Police Service;
* Ministry of Public Service, Youth and

Gender Affairs;* Ministry of Health (MoH), Medical and paramedical personnel;
* Ministry of Health, State Department for Social Protection;
* Gender Violence Recovery Centres (GVRCs);
* Providers of Sexual and Reproductive Health (SRH) services;
* Ministry of Education;
* Teachers Service Commission.
* FEMNET;
* SDG Kenya;
* County/Parliamentary committees on Gender, Labour and Social Welfare;
* The National Counter Trafficking in

Persons Working Group;* The Commercial Sexual Exploitation Technical Working Group;
* The Kenya Disability Parliamentary Association (KEDIPA)
* Law Society of Kenya (LSK).
 | * County Commissioner’s

Office;* County Health Committees;
* The National Council of Persons with Disability;
* Gender TWGs-(Kwale, Narok, Kiambu, and Nairobi counties);
* Court users committees (CUC) in Kwale, Narok, Kiambu and Nairobi Counties);
* Maasai Council of Elders- Narok;
* Narok County Children Stakeholder Network;
* Kwale Child Rights Network;
* Sauti Ya Wanawake Pwani;
* Kesho Kenya;
* Home Street Home;
* Mamboleo Youth Group;
* Heko Self Help Group;
* Members of the County Assembly;
* Paralegals and Pro Bono Lawyers;
* Narok Education Assessment and Resource Centre for the Handicapped;
* Narok County Children Stakeholders Network (NACCSNET);
* Solidarity for African Women’s Rights Coalition (SOAWR).
 | * Assistant County Commissioners;
* Local Administration

- Chiefs, Assistant- Chiefs;* Sub-County Government Officers- Children Officers; SRHR Officers;
* Sub County Area Advisory Councils.
 | * Maasai Council of Elders;
* Village Chiefs;
* Nyumba Kumi village elders;
* School Heads, Teachers;
* Community Religious Leaders;
* Community Activists and Social Change Agents;
* Community men and women, adolescents and youth;
* Community policing

officials;* Paralegals.
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| **International Level** | **CSOs/Private Sector Stakeholders** | **COVAW Current Funding Agencies and Partnerships** |
| * Women’s Human Rights Defenders (WHRD);
* Plan International Kenya;
* United Nations Population Fund (UNFPA);
* UNAIDS;
* International Planned Parenthood Federation;
* United Nations Population Fund UNPF);
* Dutch Ministry of Foreign Affairs

through Rutgers WPF;* African Medical and Research Foundation (AMREF) Kenya;
* Child Helpline International;
* UNESCO;
* UNICEF;
* World Food Programme;
* UNDP;
* UN Women;
* Ford Foundation;
* Urgent Action Fund-Africa;
* German Technical Cooperation-GIZ;
* Christian Aid
* DFID;
* Open Society Initiative for Eastern Africa;
* Raising Voices;
* Trocaire;
* USAID;
 | * Private Labour Recruitment Agencies;
* Private Sector Associations such as the Kenya Association of Manufacturers;
* Media Collaborations;
* Kenya Medical Women’s Association;
* Kenya Women Judges Association;
* SIMAVI;
* Dance 4 life;
* Choice for Youth and Sexuality;
* IPPF;
* Stop AIDS Now;
* Africa Alive!;
* Great Lakes University of Kisumu (GLUK);
* NairoBits Trust;
* The Centre for the Study of Adolescence;
* Clinton Health Access Initiative;
* Child Line Kenya;
* Family Health Options Kenya;
* Network of Adolescence and Youth of Africa (NAYA);
* National Empowerment Network of People Living with HIV/AIDS in Kenya (NEPHAK);
* Women Fighting AIDS in Kenya (WOFAK);
* The Anglican Development Services (ADS) Nyanza;
* Kisumu Medical and Educational Trust (KMET);
* Support Activities in Poverty Eradication and Health (SAIPEH);
* Reproductive Health Rights Alliance (RHRA)
* SDG-Kenya;
* Stop The Traffik Kenya;
* Child Helpline Kenya;
* Narok County Children Stakeholders Network (NACCSNET);
* Associations of People with Disabilities;
* Teaching Associations.
 | * Terre des Hommes Netherlands (TdH-NL) - Girls Advocacy Alliance (GAA) Consortium;
* Women’s Empowerment Link (WEL);
* Nyanza Initiative for Girls’ Education and Empowerment (NIGEE);
* Plan Netherlands;
* Orchid Project;
* Human Dignity Foundation;
* Humanity and Inclusion
* Seed Fund;
* African Women Development Fund;
* Open Society Initiative for East Africa;
* Comic Relief;
* Amplify Change;
* Planned Parenthood Global;
* Mannion Danniels;
* Government of Kenya;
* KELIN.
 |

### Communication Strategy has divided COVAW target audiences into two broad categories namely:

### Primary and Secondary Audiences.

### COVAW primary audience has a direct influence on COVAW efforts. Primary Audience are:

### 1.Vulnerable and marginalized, rural and indigenous women and girls at risk of being left at the peripheries of advancement;

### 2.Women and girls who are victims of SGBV;

### 3.SGBV survivors with mental health challenges;

### 4.Project Beneficiaries;

### 5.Community Members at Project Implementation sites (Community leaders, community change

### agents/Activists/Influencers, men, women, youth);

### 6.Project Funding Agencies (International Development Partners supporting current COVAW projects);

### 7. County and National Policy Makers

### 8.COVAW internal audience (Board Members, Management and Staff) provide strategic direction and effective coordination and implementation of COVAW’s efforts;

### Secondary audience either influence or are influenced by COVAW efforts. COVAW Secondary Audience are:

### 1.COVAW Peer Organizations;

### 2.Media;

### 3.Critical mass of progressive thinkers, Women’s Human Rights Defenders (WHRD), Social Change Agents, COVAW Champions and knowledgeable women leaders;

### 4.Local, National, Regional and International Development agencies championing women and girls’ rights and freedoms

### 5.General Public;

### To achieve the four strategic communication objectives, COVAW will need to actively engage both its primary and secondary audience

### Messaging

### COVAW messages must always be consistent and factual across all platforms. Messages must champion COVAW vision and mission. Messages communicated can either inform targeted audiences, consistently seek to enhance advocacy, seek to mobilize participation of intended audiences and nurture partnership across COVAW’s key strategic focus areas.

### Messages should be clear, simple, concise and not longer than two sentences. Messages would help inform intended targeted audiences about who COVAW is, what COVAW does and why their engagement is important. Across all platforms, messages should be repeated and reinforce each other. Messages are supporting points which guides COVAW whenever having dialogues with targeted audience.

### COVAW will use Swahili and English as official languages of communication. However, there are times when use of vernacular languages depending on project implementation sites will be necessary to support effective communication and understanding of messages communicated such as during community dialogue forums or through media engagement in vernacular media outlets.

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| **Overall Goal: To improve communication of COVAW’s efforts to champion the rights of women and girls to be free from****all forms of violations as outlined in COVAW’s Strategic Plan 2018-2023** |
| **Broad Audience Categories** | **Key Messages** |
| **Community/ General Public** | * It is a human right, for all women and girls to be free from all forms of discrimination and violence;
 |
| * It is possible to prevent all forms of gender-based violence;
 |
| * Everyone has ability to learn and change attitude towards women and girls;
 |
| * You and I, can contribute towards a society free from all forms of VAWG;
 |
| * Break the silence! VAWG is a crime and a violation of human rights!
 |
| * VAWG and related violations are both a cause and consequence of gender inequality and inequity in our society;
 |
| * VAWG and related violations deny women and girls an opportunity to attain their full potential;
 |
| * Contribution of women and girls is crucial to enable realization of sustainable development;
 |
| * Women and girls have a right to be aware and access Sexual Reproductive Health and Rights (SRHR) services;
 |
| **Women and Girls Survivors of SGBV** | * Women and girls have a right to be free from all forms of discrimination and violence;
 |
| * We generally address norms, attitudes, laws, policies and practices that affect women and girls’ safety

and wellbeing; |
| * Where women and girls’ rights are violated, we support them to access social justice and human dignity;
 |
| * We demand for accountability and justice for victims of SGBV through strategic litigations;
 |
| * We link women and girls’ survivors of VAWG with referral networks that provide necessary support;
 |
| * We foster consistent engagement with different actors to prevent and respond to VAWG;
 |
| * We hold perpetrators of VAWG violations accountable;
 |
| * COVAW will comply with Child Protection and Safeguarding Policies while addressing issues on rights of the children.
 |
| **Peer CSOs** | * No single actor can sustainably address the root causes of discrimination and Violence Against Women and Girls;
 |
| * With close collaboration, it is possible to realize a society where women and girls enjoy equal rights and freedoms and thrive in safe spaces;
 |
| * When empowered, victims and survivors of SGBV, communities and peer CSOs are critical voices in addressing discrimination and VAWG;
 |
| * Advocacy is most effective when together we consistently advocate for a progressive policy

environment; |
| * Together, we can effectively address any attempts at reversal of already hard-won gains on gender

equality; |
| * It is necessary to commit joint resources and strategies to support capacity development of relevant actors;
 |
| * To achieve gender equity and equality, nurturing partnerships are important to us;
 |
| * We support implementation of gender progressive practices and development of regulatory and institutional frameworks;
 |
| * COVAW is ready and willing to engage diverse actors and pursue complementary strategies across multiple levels to promote women and girls’ rights and freedoms;
 |
| **Policy Makers/ Government/ Coalitions/ Technical Specialists/ Peer CSOs, COVAW Allies & Opponents/ Media/ Communities** | * We value your great contribution to create positive change for women and girls in their respective environments;
 |
| * You have power to influence Policies, Laws, Regulations and Allocation of Resources to ensure women

and girls are free from all forms of discrimination and violence; |
| * At all times, we must unanimously seek to address any attempts to reverse already hard-won gains on gender equality;
 |
| * We need each other to effectively and consistently advocate or seek to influence realization of gender

progressive practices and development of regulatory and institutional frameworks and policies; |
| **Development Partners** | * We envision a society where women and girls enjoy equal rights, freedoms and thrive in safe spaces;
 |
| * We exist to champion the rights of women and girls to be free from all forms of violations;
 |
| * We deliver value for money, good stewardship and open accountability of resources entrusted to us to champion women and girls’ rights and freedoms;
 |
| * We are a direct link to vulnerable and marginalized, rural and indigenous women and girls at risk of being left at the peripheries of advancement;
 |
| * We closely partner with peer CSOs to consistently advocate for gender progressive practices and development of regulatory and institutional frameworks and policies.
 |
| **COVAW Board Members COVAW Staff** | * We envision a society where women and girls enjoy equal rights, freedoms and thrive in safe spaces;
 |
| * We exist to champion the rights of women and girls to be free from all forms of violations;
 |
| * We invest in interventions that seek to accelerate progress in addressing norms, systems and structures that deter women and girl’s safety, equal rights and wellbeing;
 |
| * We work with and support vulnerable and marginalized women and girls, rural and indigenous women and special interest groups including women and girls at risk of being left at the peripheries of advancement;
 |
| * We build synergy and complement peers to leverage resources and effort, broaden reach and scale up

impact and visibility; |

### Communicating with Primary and Secondary Audiences

### A simple communication model has a sender, receiver, message, a channel of communication and feedback. COVAW will seek to enhance two-way communication as it seeks to engage its various primary and secondary audiences. This section provides various communication channels that COVAW can utilize to communicate to its various audiences.

### Communicating with Project Beneficiaries and Community Members in urban and rural project implementation sites

### To communicate with project beneficiaries both in urban and rural areas, the following channels of communication will be utilized:

### Community Dialogues

### COVAW staff primarily communicates with respective project beneficiaries and communities at various project implementation sites through holding community dialogue platforms. Here, targeted community members and primary project beneficiaries are sensitized about women and girls’ rights and freedoms and specific project outcomes are met. Community dialogues create a one on one communication platforms with instant feedback and through two-way communication.

### Community Rallies and Market Campaigns

### Depending on the project and audience targeted, community rallies have also incorporated community members of who have attended various community sensitization workshops and community members of various village associations and community groups. Composition of these groups and associations include male and female community activists and social change agents who are very critical in community mobilization and hence support successful community rallies conducted through COVAW efforts such as the 16 Days of Activism.

### Information Education and Communication Materials: Wall Posters, Banners, Caps, Tshirts, Lesos, Umbrellas, Carrier-Bags…etc.

### Apart from ability for IEC materials to attract users for its benefits, IECs materials are durable and have the potential to communicate intended messages to wider audiences long after the event has been conducted. IEC materials are further used at household level thereby bringing intended messages at household level far away from the place where the event was held. COVAW continues to use IEC materials in various project activities such as community rallies that require community marching as a way to disseminate messages to various audiences.

### Community Radio Stations

### COVAW is participating in various radio shows on various community radio stations. Community Radio Stations have ability to reach a wider community audience thereby complementing community sensitization efforts at various project implementation sites. Community radio campaigns have the potential to raise awareness on women and girls’ rights issues and changing negative attitudes towards women leadership and development. These sessions have proofed important especially when hosting opinion leaders who act as important social change agents or influencers with ability to tackle discussions on issues affecting women and girls in these platforms.

### Phone-Calls

### Majority of SGBV cases reported to COVAW Head Office are communicated through Phone calls. Phone calls are equally used to offer instant counseling and provide referral services easily accessible and nearest to SGBV victims and survivors. Community mobilizations are done largely through Phone calls. They are quickest in sending information including reminders.

### Communicating with Funding Agencies 18

### (Development Partners supporting current COVAW projects)

### At the time of developing COVAW Communication Strategy 2020-2023, COVAW had a number of Development partners supporting the current COVAW project portfolio. The following channels of communication will be used to communicate with COVAW current funding partners:

### Direct Electronic Emails (E-Mails)

### COVAW through Management, will communicate with current funding agencies by use of Electronic Email (E-Mails). E-Mails are instant and affordable thereby providing instant feedback and clarification. This means of communication will provide quick update about project implementation progress way before the funder receives a detailed project report.

### Phone Calls

### Phone calls are important especially when providing urgent information and feedback. COVAW will use phone calls and Short Messaging Service to make follow-up on various issues amongst various audiences.

### Virtual Meetings

### COVAW will also utilize virtual meetings which are less costly compared to funders making regular physical visits to oversee project implementation progress. Virtual meetings will create a platform for quick feedback and also relationship building with respective international partners.

### Project Quarterly and Annual Reports

### Apart from its importance for documenting lessons and for future reference, project reports are a proof of accountability for resources committed to COVAW to bring out a desired goal. COVAW will utilize project reports to inform funding actors on achievement realized, challenges encountered and lessons learnt. Building on insights from the reports, COVAW will be able to design informed projects.

### COVAW Newsletter

### A COVAW Newsletter template will be developed and monthly/quarterly COVAW Newsletter will be circulated to relevant audiences informing and engaging stakeholders on COVAW efforts.

### Face to Face Meetings

### Although not often held, COVAW will engage Development partners through face to face meetings. These kinds of meetings are deemed important for funding agencies to undertake their due diligence, project conception and Monitoring & Evaluation (M&E) of the project under implementation.

### Communicating with County and National Policy Makers

### Successful policy advocacy requires a mix of well identified goals and strategies, committed resources and close collaboration of COVAW peer organizations, well-wishers, allies and opponents to actively engage those with power (policy makers) to support a policy issue whose change will bring about realization of rights and freedoms of women and girls.

### COVAW will utilize the following channels of communication to reach out to targeted policy makers

### both at the county and national level

### Policy Briefs

### COVAW will undertake an analysis of existing policies and gaps affecting greater realization of women and girls’ rights and freedoms. Policy Briefs will be circulated either through E-Mails, COVAW Websites and Social Media platforms or through secured face to face meetings or workshops depending on the moment in time.

### COVAW Participation through Policy Working Groups

### Seeking to strengthen stakeholder relationship and engagement, COVAW will identify and participate in already established Policy Working Groups and thus joining her peer organization seeking to pursue policy advocacy similar to COVAW’s policy advocacy efforts.

### Communicating with COVAW secondary audiences

### The following channels of communication will be used to reach intended secondary audiences:

### Digital Marketing by E-Mail Newsletter

### COVAW will use digital marketing platforms to communicate and engage its external audiences. Example of digital marketing platform COVAW can utilize is the use of Mailchimp. As it uses Mailchimp, COVAW will continuously seek to grow a critical mass of progressive thinkers, Women’s Human Rights Defenders (WHRD), Social Change Agents, COVAW Champions and knowledgeable women leaders who can debate, analyze, strategize and address issues affecting women and girls. campaigns.

### Social Media

### COVAW is a registered user of Twitter and Facebook. Currently, COVAW posts key messages and images on COVAW project efforts across the 13 Counties. However, to remain consistently active with ability to inform, persuade and engage various stakeholders, COVAW will come up with a mix of content and strategies such carrying out consistent social media campaigns and blogs and paid social media Ads not only to keep the accounts active but reliable as well. Social Media posts will include as well short professionally created videos accompanied by image of COVAW efforts.

### Website/Website Blogs

### COVAW has a dynamic website with ability to be updated in real-time. Sections on the website has enabled COVAW to put in public its current strategic plan 2018-2023, information about COVAW project portfolio, its strategic focus areas and important resources contributing to COVAW strategic focus areas. Perhaps, the important section remains the Blog where COVAW will regularly and consistently post a mix of content engaging different audiences in real time. COVAW will digital platform such as Mailchimp to direct its targeted audiences to respective articles and blogs either in COVAW website or to social media.

### Print Media

### With close collaboration with identified national and regional journalists and bloggers on reproductive health and women and girls’ rights and freedoms, COVAW efforts will be published in print media such as newspapers with column articles or press statements addressing issues facing women and girls. Currently, COVAW has one regular contact who publishes such articles on the Daily Nation-a mainstream paper.

### Publications

### COVAW communication and advocacy efforts will be anchored on evidence generated from researches on COVAW’s interventions. COVAW evidence-based researches will either be in the form of policy briefs or printed publications. Findings of researches will be circulated electronically through E-Mails or Website uploads or shared through COVAW Newsletter to various audiences. Where possible,

### Communicating with PAWA254 Internal Audiences

**Monitoring and Evaluation**

|  |
| --- |
| **Strategic Communication Objective 1: To influence and sustain stakeholder engagement through increased communication and advocacy efforts on women rights and freedoms** |
| **Strategies** | **Outcomes** | **Communication Activities** | **Indicators** |
| ***Strategy 1:*** *Improve community engagement on women rights and freedoms;* | **Outcome 1:** Improved community engagement on women and girls’ rights and freedoms | **Activity 1:** Carryout Social Media Awareness Campaigns on women and girls existing economic rights, asset ownership and business opportunities; | **Indicator 1:** Social Media Metrics (Number of followers, Number of Tweets and Facebook Posts, Tweet Mentions, Retweets and Monthly Tweet Impression and Facebook Comments; |
|  |  | **Activity 2:** Carryout Behavior Change Communication (BCC) Campaigns to transform negative attitudes towards women leadership; | **Indicator 2:** Number of BCC Campaigns conducted; |
| ***Strategy 2:*** *Sustained engagement of Community and youth activists including Women’s Human Rights Defenders (WHRD) and other Social Change Agents to strengthen movement building of women leaders who can debate, analyze, strategize and address issues affecting women and girls;* | **Outcome 2:** Influenced andsustained community andyouth activists including Women’s Human Rights Defenders (WHRD) and other Social Change Agents engagement to advocate on issues affecting women andgirls; | **Activity 1:** Map out *Community* and youth activists including Women’s Human Rights Defenders (WHRD) and other Social Change Agents who can advocate onissues affecting women and girls; | **Indicator 1:** Number of Community and youth activists including Women’s Human Rights Defenders (WHRD) and other SocialChange Agents identified; |
| **Activity 2:** Engage and influence*Community and youth activists**including Women’s Human Rights Defenders (WHRD) and other Social Change Agents* through Social Media Campaigns on VAWG, SRHR, SGBV, Women Empowerment and Leadership Development; | **Indicator 2:** *Community and youth activists including Women’s Human Rights Defenders (WHRD) and other Social Change Agents influenced* on VAWG, SRHR,SGBV, Women Empowerment and Leadership Development; |
| ***Strategy 3:*** *Strengthen Media Collaboration and Engagement* | **Outcome 3:** Amplified voices on issues affecting women and girls; | **Activity 1:** Map out village, community, county and national media platforms (Print, Broadcast and Digital Media Journalistsand Bloggers) at COVAW’s counties of operations who cover reproductive health and women leadership and empowerment stories to collaborate and advocate on issues affectingwomen and girls; | **Indicator 1:** Number of journalists and bloggers at village, community, county and national at COVAW’s Counties of operations covering reproductive health and women and girls issues identified; |
|  |  | **Activity 2:** Allocate resources to engage National and Regional Mainstream Print, Broadcast and Digital Media Journalists reporters on reproductive health and issuesaffecting women and Girls; | **Indicator 2:** Resources to engaged journalists and bloggers allocated; |

**Indicative Budget**

To effectively implement COVAW Communication Strategy, resources must be secured and committed. Table below provides key indicative annual budget elements that should be considered as COVAW seeks to establish and strengthen its communication and advocacy capacity

|  |  |
| --- | --- |
| **Component** | **Cost Description** |
| **Media Collaboration for Advocacy Communication*** Main Stream Media Column Articles;
 | Costs will cover identified journalists’ payment on COVAWthematic issues written and printed on Main stream Mass Media; |
| **Policy Engagement on COVAW thematic issues:*** County and National Budgeting Processes;
* Evidence Dissemination CSOs Workshops;
* Identified Journalists covering key Policy Advocacy

Workshops; | Costs will cover Identified Media Partners who will cover COVAW thematic issues on Policy Engagement efforts across identified platforms; |
| **Public Awareness Creation and Linking Advocacy****Efforts with Key International/National Events*** 16 Days of Activism;
* IEC Materials (Banners/Tshirts/Lesos etc);
* Identified Journalists covering Public Awareness

Campaigns/Testimonial Impact Stories; | Public Awareness Creation costs include community media mobilization costs of 5 identified community media journalists, payment costs for writing or airing 16 stories/articles during the 16 Days of Activism; |
| IEC material production costs to be determined |
| **Social Media Awareness Campaigns*** Videography (Short social media campaign videos);
* Photography and Infographics;
* Social Media Ads
 | Costs will include development of short (2-5) minutes professional videos and well-designed images with key messages on thematic issues; |
| Costs will also include Social Media Ads on thematic issues addressed by the campaign; |
| **Fundraising and Hiring full-time Communications Manager** | Salary costs to have a full-time Communication Specialist tocoordinate COVAW Communication and Advocacy Efforts; |
| **Upgrade Communication Equipment*** A Digital HD Camera for still and videos;
* Camera Microphone and Lavalier Microphones;
* Recorders;
* Tripod;
* Editing Suite;
* Laptop
 | One-off Communication Equipment Costs to establish a COVAWCommunication Department; |
| **Continuous Staff Communication Capacity****Strengthening** | Training costs on Communication |

**Communication Strategy Implementation Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Broad Activity Description** | **Year 2020** | **Year 2021** | **Year 2022** | **Year 2023** |
| 1. | Content Development for Awareness Creation on various COVAW Strategic Focus Areas | X | X | X | X |
| 2. | Map out COVAW Peer CSOs | X | Continuous |
| 3. | Build and Engage a critical mass of progressive thinkers, Women’s Human Rights Defenders (WHRD), Social Change Agents, COVAW Champions and knowledgeable women leaders; | X | Continuous |
| 4. | Map out village, community, county and national media platforms (Print, Broadcast and Digital Media Journalists and Bloggers) at CO- VAW’s counties of operations; | X | Continuous |
| 5. | Fundraise and allocate resources to establish COVAW Communication Department | X | X | X | X |
| 6. | Develop COVAW Newsletter Template | X | - | - | - |
| 7. | Circulate COVAW Newsletter | X | X | X | X |
| 8. | Circulate COVAW Impact Reports | X | X | X | X |
| 9. | Establish Communication Processes, Systems and Equipment and continuously build COVAW Communications Capacity; | X | Continuous |
| 10. | Support consistent Social Media and Website Management. | X | Continuous |
| 11. | Develop COVAW Service Provider Directory Handbook | X | Continuous |
| 12. | Develop COVAW Brand Book and Regularly Train Staff on BrandAdherence | X | Continuous |